

RJREYNOLDS

Tobacco Company

April 13, 1995

Dennis R. Bellinger
Sr. Chain Accounts Manager

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517-694-3306
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ROU: 1110	2210	5410	6710
1210	2310	5610	6810
1310	2410	5710	6910
1510	2510	5810	
1610	2910	6210	
1710	5110	6310	
2110	5310	6510	

Please Distribute to all Sales Personnel With K-Mart Stores
Chain ID# 0002-00-00

SUBJECT: BEST VALUE PROMOTION

As information, Don Williams, the Buyer for K-Mart, has approved a Best Value Promotion for all K-Mart Stores (including Super K's) beginning May 9, 1995. Details are as follows.

- The retail price on all Best Value product will be reduced \$2.00 per carton/20¢ per pack during the periods 5/9/95 through 6/8/95 and 6/13/95 through 7/13/95.
- No stickering of the product will be required as all markdowns will be handled via scanning equipment.
- Obviously, it will be of utmost importance that we insure consumer awareness of this promotional offer. Therefore, any Best Value signage in the stores (carton and package fixtures, PFD's) should indicate the \$2.00/20¢ savings. In addition, as in the past, K-Mart generated Point-Of-Sale will be produced and available at the stores. Please insure that this signage is placed on the fixtures as needed.

Your assistance in handling this matter is greatly appreciated. Please feel free to contact me with any questions.

Sincerely

Dennis

Dennis R. Bellinger
DRB/sab

DM	T&D	REP
1224		
1225	✓	13, 14
1228		4, 5, 6, 7, 8, 10, 12, 13, 16
1229		13
1230	✓	22, 3, 6, 9, 11, 12, 13, 14, 15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

51847 6113